



TODAY  
Friday and Saturday

Hooray! Here's Charles Ray again as the shy country lad—shy on talk but long on deeds—and when he has to choose between the girl and wealth, he does it, and quickly.

CHARLES

RAY

—IN—

"RED HOT DOLLARS"

Another one of those irresistible roles that have made Charles Ray one of the best-liked actors on the screen.

MAJESTIC

## 1920 SUPER YEAR PREDICTION OF ALL

(Continued From First Page.)

weather is to be had for the next 50 days local wholesale grocers will have more business than they can take care of. He said:

"Prospects are better than could really be expected. I have commended with dealers over the country and can conservatively say that conditions will be better and bigger than ever. There has been no letup since Christmas and we are doing a record business right now."

James N. White declared:

"Tri-state crops are in the field, or the good part of them, and in consequence more of the farmers' profits and the retailers' profits are yet to come. I see a big spring with all the wholesale houses can do to take care of business. The outlook is exceedingly optimistic. Our new year opened with a day the end of any previous Christmas. I do not see an immediate decline in prices, for the demand and supply is such as to forbid a drop."

"I expect 1920 to be a good year for the hardwood lumber industry," James E. Stark declared. "We have had two years of bad weather, and it seems logical to expect better conditions in 1920. In my opinion production will be increased after March 1, and will assume normal proportions by June. There will be a good general demand throughout the year, equally as good, and perhaps better than in 1919."

"I look for an increase in foreign demand and also increased demand from the building industry. The European nations must keep their people employed; they must have lumber and other raw materials to do this and I believe the lumber will be bought in 1920, even if the governments have to finance their buyers."

Mr. Stark declared that he did not anticipate a famine in hardwood lumber during the remaining winter and spring months. "We have two mills operating 12 hours a day, and many other mills are managing to operate, so I do not believe there will be a famine," he said.

"Prices I believe will remain somewhere near the high level they attained in 1919, though not quite as high."

John W. McClure declared that he is not as "pessimistic about production conditions as some of these other fellows are. Some of the members of the hardwood industry are saying there will be virtually no production between now and March 1. But it won't be that bad. I have an idea that from now on this is going to be a good open winter and that we will be able to get out more logs than usual during the winter months, which usually bring conditions very bad for logging. You will notice that we have had two weeks of good weather and if this should continue for about six weeks, the woods would be well prepared for logging. I do not expect production to reach normal until June or July, but there will be some all along between time stocks of hardwood have never been at a lower ebb than now."

"Demand will continue good throughout 1920," Mr. McClure believes, "and there will be some increase in demand from the building industry and the automobile body and vehicle and implement manufacturers. It would be impossible for the furniture industry's demand to be stronger for hardwoods," he said, "but that demand will continue, as will the demand for musical instrument and other industries. I also expect foreign demand to improve." Relative to prices, Mr. McClure said: "I hope there will be no further increases; I would not like to see the market go any higher. There probably will be much fluctuation until the middle of summer, when production becomes normal."

Bankers Optimistic.

John T. Walsh, president North Memphis Savings bank, anticipates the most prosperous year that Memphis has ever experienced, both in a commercial way and in building, and the location of new manufacturing enterprises.

Dave Hale thinks there is every indication that Memphis will continue to go forward steadily in every line of endeavor this year.

C. M. Bryan says: "So far as I am able to look ahead, although I am no prophet, Memphis is today beginning the most prosperous year in her history."

W. C. Duttlinger thinks that Memphis will continue to grow and prosper, and this year should prove the best year the city has ever seen.

O. N. Kilgough, Wynne, Ark., says: "We Arkansans feel an intense interest in Memphis' prosperity and growth, and I am sure that this prosperity, so evident in 1919, will be continued this year."

"Very good, indeed, very, very good," was what George R. James answered when asked what he thought of the prospects for the wholesale dry goods business in 1920. He predicted that the particular line of business in which he is a figure in Memphis would enjoy one of the most prosperous seasons in some years.

"Conditions generally have changed," declared Mr. James. "This time last year we were just out of war, not a soul had an inkling of what sudden turn labor might take. It was said on some hands that there might be an overabundance of laboring men, we would be crowded to death with workmen. On some hands it was seen that values would slack. It is different this New Year's, entirely different."

Mr. James sees an advance in the volume of wholesale dry goods business. It is given that tri-state merchants and people generally are prosperous, thus indicating an advanced buying period which, Mr. James thinks, will be more than felt by his line of commercial endeavor.

Markets Widen.

Demand from the European factories which for the first time since the war has assumed anything like normal proportions," said J. P. Norfleet, "greatly increase demand for cotton and in consequence I look for a very good year. The present price of cotton is high but no more so than other commodities. The five short crops, which have preceded should be considered in this connection. Memphis will indeed have a good year in the cotton business."

The heavy demand for cotton goods and the scarcity of this material, according to Paul Dillard, means a continuation of the present price of the staple. Mr. Dillard likewise predicts an excellent season for the local cotton business.

If the jewellers can secure stock and if such a thing is possible, 1920 will be a twelve-month that will exceed in prosperity that period dating from last January, according to Julius Goodman.

"The people are beginning to realize," declared Mr. Goodman Wednesday, "that it is a safe bet to make. I have had letters from several fellow jewellers in different parts of the country and they are all of the opinion that 1920 will be indeed a banner year."

Further the people now realize that when they purchase gems or substantial jewelry they have got something. I do not look for a decrease in values this year. It will be many years before we will see a drop, especially in diamonds, pearls and the like. There are numerous instances of persons who have had in their possession for some years some article which they bring to us to ascertain value. In every instance, almost, values have enhanced. And these people most always signify their intention of retaining their articles."

With such a rosate prospect 1920 surely will be a boom year in Memphis, and the year for 1919 shattered more than one record and shattered them badly.

Auto Business Big.

Hurray, everybody is going to ride in an auto before next New Year's! That is the way S. H. Butler, a conservative and well-poised automobile distributor looks it. Mr. Butler, in his eyes, certainly is going to make a bevy of money selling gasoline.

Memphis demands will far exceed the supply, Mr. Butler avers. He places the demand at about 100 per cent increase over that of 1919 and the actual supply to be turned out to local and tri-state motor enthusiasts as 25 per cent greater than last year.

"Crank her up and let's go," Memphis rapidly will forge to the front as a mule center during 1920 as a more than substantial increase in the sales is assured, thinks Arthur Schnipper, who is regarded as authority on such subjects in local markets.

"High cotton, more people engaged in farming and the fact that Memphis

# LUBRICATING PLANT

## Added to Seven States Refinery IN MEMPHIS!

Seven States Oil Company has decided to add a lubricating plant to the \$200,000 refinery to be built at once in Memphis.

Products of a lubricating plant bring large profits. Operated with no additional overhead expense, the lubricating plant will add mate-

rially to the dividends of the company. Products of the lubricating plant and of the refinery, such as gasoline, kerosene, naphtha, auto oil, spindle oil and fuel oil, will be sold both wholesale and retail on the Memphis market. Plant ready for operation May 1st, barring labor troubles.

Profits from the refinery and lubricating plant constitute only one of the revenues of the Seven States Oil Company. In addition, the income from producing wells, probable gas production and sale of leases renders the stock of the company a safe and dividend-paying investment. Tremendous speculative possibilities loom large in the development of the Amarillo field, where the company owns 44,000 acres in leases.

ASSURED  
PROFITS  
FROM MANY  
SOURCES

Stock is selling rapidly. It will certainly be closed out shortly. Opportunity is passing. Act quick.

## Seven States Oil Company

Prominent local citizens who are officers and directors:  
W. T. C. BERLIN F. N. FISHER DR. A. R. PORTER  
R. F. LACROIX E. C. KLAIBER

The Company Reserves the Right To Return Oversubscriptions

CLIP AND MAIL THE ACCOMPANYING COUPON

Date.....

SEVEN STATES OIL CO.,  
1510-11 Bank of Commerce Bldg., Memphis, Tenn.

Gentlemen—I hereby subscribe for..... shares of the capital stock of the Seven States Oil Co. (par value \$10.00, now selling at \$15.00), and inclose herewith my check for \$..... in payment of same.

Name.....

Address.....

## GREETINGS

TO the South's greatest people from the South's greatest paint and wall paper establishment.

## Farrell-Calhoun Co.

## CLAIM SERUM MAY DESTROY YELLOW FEVER

ST. LOUIS, Jan. 1.—Science has not discovered a preventive of epidemic diseases, but a serum is being formulated that may eradicate yellow fever, according to delegates attending the convention of the American Association for the Advancement of Science in session here. Delegates warned against influenza, spinal meningitis and infantile paralysis. These diseases have not been wiped out, but are having a "recess," delegates asserted.

Dr. Simon Flexner of the Rockefeller Institute for Medical Research, and president of the association, explained that scientists were progressing in their fight on cancer, saying that the research "gradually was getting into a position of strategic superiority" in its attack on this malady.

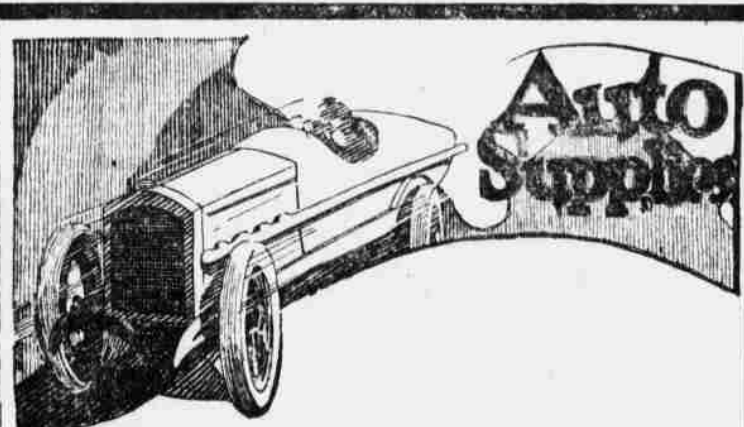
"It seems possible that yellow fever may be the first disease to be eradicated by science," he continued. "It is insect-borne by a particular kind of mosquito, Dr. Noguchi, a Japanese scientist, is working on a serum that may rid the human race of this affliction."

NINE HURT IN WRECK.

PORT WORTH, Tex., Jan. 1.—Nine persons were injured at daybreak this morning when a Texas & Pacific freight train en route to the oil fields and an eastbound passenger train collided near Aledo. The scene of the accident is 18 miles west of this city. All of the injured were brought here and are in local hospitals.

FIND MAN'S BODY.

DALLAS, Tex., Jan. 1.—His skull split open with a heavy metal cotton scale beam, the body of a well-dressed white man was found today in a field on a farm eight miles south of here, near Hutchins. Authorities believe he was killed last night. They say they have no tangible clue to his identity.



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# 1920!

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